
USAID HIGHLIGHTS

Campaign Targets Men at Risk of HIV

Phnom Penh, Cambodia

November 05, 2008



Revelers fill the dance party at the launch of the MStyle Campaign at Gasolina Café in Phnom Penh, November 05, 2008.

USAID launched a campaign on November 5 designed to educate men who have sex with men (MSM) about the dangers of sexually transmitted infections and prevention techniques. The new campaign, called MStyle, aims to provide social support, confidential counseling and health information to young Cambodian MSM. USAID celebrated the launch of the program with a dance party at Gasolina Cafe in Phnom Penh.

MStyle will use social-marketing tools to address the lack of knowledge about, and denial of, the existence and needs of MSM in Cambodia. These men are often sexually active with both men and women and are at increased risk of contracting and transmitting sexually transmitted infections, including HIV. Because many of them lead secretive lifestyles due to social taboos, they are often reluctant to access mainstream health and support services. Family Health International (FHI) and its partners will implement MStyle, which features membership clubs in Phnom Penh and Banteay Meanchey and a website at www.mstylekhmer.com.

USAID is providing \$5.5 million to FHI in 2008. The U.S. is the single largest donor to HIV/AIDS programs in Cambodia, both directly and indirectly through the Global Fund. Since 1994, the U.S. has provided \$120 million to fight HIV/AIDS in Cambodia. U.S. assistance has helped Cambodia cut its HIV prevalence rate in half – to 0.9 percent from a high of 2 percent in 1998 – making it one of the few national success stories in the global fight against the disease.